

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (previously presented): A computer-implemented
2 method for determining one or more ad targeting keywords,
3 the computer-implemented method comprising:
4 a) accepting a category;
5 b) looking up one or more keywords using the accepted
6 category; and
7 c) providing at least some of the keywords as one or
8 more ad targeting keywords.

1 Claim 2 (previously presented): The computer-implemented
2 method of claim 1 wherein at least one of the one or more
3 ad targeting keywords is a negative keyword for an ad,
4 which negative keyword is used to make the ad ineligible to
5 be served for requests including the negative keyword.

Claims 3 and 4 (canceled)

1 Claim 5 (previously presented): The computer-implemented
2 method of claim 1 wherein the act of looking up keywords
3 uses an index in which each of a plurality of categories is
4 provided as a lookup key to one or more keywords.

1 Claim 6 (previously presented): The computer-implemented
2 method of claim 1 further comprising:
3 - performing qualification testing of the keywords to
4 determine if a keyword is qualified or unqualified for
5 use as an ad targeting keyword,

6 wherein each of the at least some of the keywords
7 provided as one or more ad targeting keywords are qualified
8 keywords.

1 Claim 7 (previously presented): The computer-implemented
2 method of claim 6 wherein the act of performing
3 qualification testing of the keyword tracks a performance
4 of ads served using the keyword as an ad targeting keyword.

1 Claim 8 (previously presented): The computer-implemented
2 method of claim 7 wherein the performance of ads is tracked
3 in general, across all categories.

1 Claim 9 (previously presented): The computer-implemented
2 method of claim 7 wherein the performance of ads is tracked
3 across one or more specific categories.

1 Claim 10 (previously presented): The computer-implemented
2 method of claim 9 wherein the one or more specific
3 categories include the category accepted.

1 Claim 11 (previously presented): The computer-implemented
2 method of claim 7 wherein the ads served using the keyword
3 as an ad targeting keyword during the act of performing
4 qualification testing of the keywords, are only served on
5 available ad spots that otherwise would be unused by any
6 ads.

1 Claim 12 (previously presented): The computer-implemented
2 method of claim 1 wherein the act of providing at least
3 some of the keywords as one or more ad targeting keywords
4 provides the keywords in an order determined using unused

5 inventory information about available ad spots that
6 otherwise would be unused by any ads.

1 Claim 13 (previously presented): The computer-implemented
2 method of claim 1 wherein the act of providing at least
3 some of the keywords as one or more ad targeting keywords
4 provides the keywords in an order determined using unused
5 inventory information such that a keyword corresponding to
6 a larger number of ad spots that otherwise would be unused
7 by other ads is provided before another keyword
8 corresponding to a smaller number of ad spots that
9 otherwise would be unused by other ads.

1 Claim 14 (previously presented): A computer-implemented
2 method for determining one or more ad targeting keywords,
3 the computer-implemented method comprising:
4 a) accepting a category;
5 b) looking up one or more keywords using the accepted
6 category;
7 c) providing the keywords as suggested targeting
8 keywords to an advertiser;
9 d) accepting advertiser input in response to the
10 suggested targeting keywords; and
11 e) determining whether or not to provide at least
12 some of the keywords as targeting keywords for an ad
13 using the accepted advertiser input.

1 Claim 15 (previously presented): The computer-implemented
2 method of claim 14 wherein at least one of the one or more
3 ad targeting keywords is a negative keyword for an ad,
4 which negative keyword is used to make the ad ineligible to
5 be served for requests including the negative keyword.

Claims 16 and 17 (canceled)

1 Claim 18 (previously presented): The computer-implemented
2 method of claim 14 wherein the act of looking up keywords
3 uses an index in which each of a plurality of categories is
4 provided as a lookup key to one or more keywords.

1 Claim 19 (previously presented): The computer-implemented
2 method of claim 14 further comprising:
3 - performing qualification testing of the keywords to
4 determine if a keyword is qualified or unqualified for
5 use as an ad targeting keyword,
6 wherein each of the at least some of the keywords
7 provided as one or more ad targeting keywords are qualified
8 keywords.

1 Claim 20 (previously presented): The computer-implemented
2 method of claim 19 wherein the act of performing
3 qualification testing of the keyword tracks a performance
4 of ads served using the keyword as an ad targeting keyword.

1 Claim 21 (previously presented): The computer-implemented
2 method of claim 20 wherein the performance of ads is
3 tracked in general, across all categories.

1 Claim 22 (previously presented): The computer-implemented
2 method of claim 21 wherein the one or more specific
3 categories include the category accepted.

1 Claim 23 (previously presented): The computer-implemented
2 method of claim 20 wherein the performance of ads is
3 tracked across one or more specific categories.

1 Claim 24 (previously presented): The computer-implemented
2 method of claim 20 wherein the ads served using the keyword
3 as an ad targeting keyword during the act of performing
4 qualification testing of the keywords, are only served on
5 available ad spots that otherwise would be unused by any
6 ads.

1 Claim 25 (previously presented): The computer-implemented
2 method of claim 14 wherein the act of providing the
3 keywords as suggested targeting keywords to an advertiser
4 provides the keywords in an order determined using unused
5 inventory information about available ad spots that
6 otherwise would be unused by any ads.

1 Claim 26 (previously presented): The computer-implemented
2 method of claim 14 wherein the act of providing the
3 keywords as suggested targeting keywords to an advertiser
4 provides the keywords in an order determined using unused
5 inventory information such that a keyword corresponding to
6 a larger number of ad spots that otherwise would be unused
7 by other ads is provided before another keyword
8 corresponding to a smaller number of ad spots that
9 otherwise would be unused by other ads.

1 Claim 27 (previously presented): A computer-implemented
2 method for generating one or more serving constraints for
3 targeting an ad, the computer-implemented method
4 comprising:

- 5 a) accepting ad information;
- 6 b) determining a category using the accepted ad
- 7 information;
- 8 c) looking up one or more serving constraints using
- 9 the category determined.

1 Claim 28 (previously presented): The computer-implemented
2 method of claim 83 wherein at least one of the one or more
3 ad targeting keywords is a negative keyword for an ad,
4 which negative keyword is used to make the ad ineligible to
5 be served for requests including the negative keyword.

1 Claim 29 (previously presented): The computer-implemented
2 method of claim 27 wherein an ad includes ad creative
3 information for rendering the ad and an address of a
4 landing Webpage linked from the ad, and
5 wherein the act of determining a category uses the ad
6 creative information.

1 Claim 30 (previously presented): The computer-implemented
2 method of claim 27 wherein an ad includes ad creative
3 information for rendering the ad and an address of a
4 landing Webpage linked from the ad, and
5 wherein the act of determining at least one category
6 uses information from the landing Webpage.

1 Claim 31 (previously presented): The computer-implemented
2 method of claim 83 wherein the act of looking up keywords
3 uses an index in which each of a plurality of categories is
4 provided as a lookup key to one or more keywords.

1 Claim 32 (previously presented): The computer-implemented
2 method of claim 83 further comprising:
3 - performing qualification testing of the keywords to
4 determine if a keyword is qualified or unqualified for
5 use as an ad targeting keyword,
6 wherein each of the at least some of the keywords
7 provided as one or more ad targeting keywords are qualified
8 keywords.

1 Claim 33 (previously presented): The computer-implemented
2 method of claim 83 wherein the act of performing
3 qualification testing of the keyword tracks a performance
4 of ads served using the keyword as an ad targeting keyword.

1 Claim 34 (previously presented): The computer-implemented
2 method of claim 27 wherein the performance of ads is
3 tracked in general, across all categories.

1 Claim 35 (previously presented): The computer-implemented
2 method of claim 27 wherein the performance of ads is
3 tracked across one or more specific categories.

1 Claim 36 (previously presented): The computer-implemented
2 method of claim 27 wherein the one or more specific
3 categories include the category accepted.

1 Claim 37 (previously presented): The computer-implemented
2 method of claim 33 wherein the ads served using the keyword
3 as an ad targeting keyword during the act of performing
4 qualification testing of the keywords, are only served on
5 available ad spots that otherwise would be unused by any
6 ads.

1 Claim 38 (previously presented): The computer-implemented
2 method of claim 83 wherein the act of providing the
3 keywords as candidate targeting keywords provides the
4 determined one more keywords in an order determined using
5 unused inventory information about available ad spots that
6 otherwise would be unused by ads.

1 Claim 39 (previously presented): The computer-implemented
2 method of claim 83 wherein the act of providing the
3 keywords as candidate targeting keywords provides the
4 keywords in an order determined using unused inventory
5 information such that a keyword corresponding to a larger
6 number of ad spots that otherwise would be unused by other
7 ads is provided before another keyword corresponding to a
8 smaller number of ad spots that otherwise would be unused
9 by other ads.

1 Claim 40 (previously presented): The computer-implemented
2 method of claim 83 further comprising:
3 d) populating serving constraints of an ad with the
4 candidate keywords.

1 Claim 41 (previously presented): The computer-implemented
2 method of claim 83 further comprising:
3 d) providing the candidate keywords to an advertiser
4 as ad targeting keyword suggestions;
5 e) accepting advertiser input in response to the
6 suggested targeting keywords; and
7 f) determining whether or not to provide at least
8 some of the candidate keywords as targeting keywords
9 for an ad using the accepted advertiser input.

1 Claim 42 (previously presented): Apparatus for determining
2 one or more ad targeting keywords, the apparatus
3 comprising:

- 4 a) an input for accepting a category;
5 b) means for looking up one or more keywords using
6 the accepted category; and
7 c) means for providing at least some of the keywords
8 as one or more ad targeting keywords.

1 Claim 43 (previously presented): The apparatus of claim 42
2 wherein at least one of the one or more ad targeting
3 keywords is a negative keyword for an ad, which negative
4 keyword is used to make the ad ineligible to be served for
5 requests including the negative keyword.

Claims 44 and 45 (canceled)

1 Claim 46 (previously presented): The apparatus of claim 42
2 wherein the means for looking up keywords use an index in
3 which each of a plurality of categories is provided as a
4 lookup key to one or more keywords.

1 Claim 47 (previously presented): The apparatus of claim 42
2 further comprising:

- 3 - means for performing qualification testing of the
4 keyword to determine if a keyword is qualified or
5 unqualified for use as an ad targeting keyword,
6 wherein each of the at least some of the keywords
7 provided as one or more ad targeting keywords are qualified
8 keywords.

1 Claim 48 (previously presented): The apparatus of claim 47
2 wherein the means for performing qualification testing of
3 the keywords track a performance of ads served using the
4 keyword as an ad targeting keyword.

1 Claim 49 (original): The apparatus of claim 48 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 50 (original): The apparatus of claim 48 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 51 (previously presented): The apparatus of claim 50
2 wherein the one or more specific categories include the
3 category accepted.

1 Claim 52 (previously presented): The apparatus of claim 48
2 wherein the ads served using the keyword as an ad targeting
3 keyword by the means for performing qualification testing
4 of the keywords, are only served on available ad spots that
5 otherwise would be unused by any ads.

1 Claim 53 (previously presented): The apparatus of claim 42
2 wherein the means for providing at least some of the
3 keywords as one or more ad targeting keywords provide the
4 keywords in an order determined using unused inventory
5 information about available ad spots that otherwise would
6 be unused by any ads.

1 Claim 54 (previously presented): The apparatus of claim 42
2 wherein the means for providing at least some of the

3 keywords as one or more ad targeting keywords provide the
4 keywords in an order determined using unused inventory
5 information such that a keyword corresponding to a larger
6 number of ad spots that otherwise would be unused by other
7 ads is provided before another keyword corresponding to a
8 smaller number of ad spots that otherwise would be unused
9 by other ads.

1 Claim 55 (previously presented): Apparatus for determining
2 one or more ad targeting keywords, the apparatus
3 comprising:
4 a) an input for accepting a category;
5 b) means for looking up one or more keywords using
6 the accepted category;
7 c) means for providing the keywords as suggested
8 targeting keywords to an advertiser;
9 d) means for accepting advertiser input in response
10 to the suggested targeting keywords; and
11 e) means for determining whether or not to provide at
12 least some of the keywords as targeting keywords for
13 an ad using the accepted advertiser input.

1 Claim 56 (previously presented): The apparatus of claim 55
2 wherein at least one of the one or more ad targeting
3 keywords is a negative keyword of an ad, which negative
4 keyword is used to make the ad ineligible to be served for
5 requests including the negative keyword.

Claims 57 and 58 (canceled)

1 Claim 59 (previously presented): The apparatus of claim 55
2 wherein the means for looking up keywords uses an index in
3 which each of a plurality of categories is provided as a
4 lookup key to one or more keywords.

1 Claim 60 (previously presented): The apparatus of claim 55
2 further comprising:
3 - means for performing qualification testing of the
4 keywords to determine if a keyword is qualified or
5 unqualified for use as an ad targeting keyword,
6 wherein each of the at least some of the keywords
7 provided as suggested targeting keywords to an advertiser
8 are qualified keywords.

1 Claim 61 (previously presented): The apparatus of claim 60
2 wherein the means for performing qualification testing of
3 the keyword track a performance of ads served using the
4 keyword as an ad targeting keyword.

1 Claim 62 (original): The apparatus of claim 61 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 63 (previously presented): The apparatus of claim 62
2 wherein the one or more specific categories include the
3 category accepted.

1 Claim 64 (original): The apparatus of claim 61 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 65 (previously presented): The apparatus of claim 61
2 wherein the ads served using the keyword as an ad targeting
3 keyword by the means for performing qualification testing
4 of the keywords, are only served on available ad spots that
5 otherwise would be unused by any ads.

1 Claim 66 (previously presented): The apparatus of claim 55
2 wherein the means for providing the keywords as suggested
3 targeting keywords to an advertiser provide the keywords in
4 an order determined using unused inventory information
5 about available ad spots that would otherwise be unused by
6 any ads.

1 Claim 67 (previously presented): The apparatus of claim 55
2 wherein the means for providing the keywords as suggested
3 targeting keywords to an advertiser provide the keywords in
4 an order determined using unused inventory information such
5 that a keyword corresponding to a larger number of ad spots
6 that otherwise would be unused by other ads is provided
7 before another keyword corresponding to a smaller number of
8 ad spots that otherwise would be unused by other ads.

1 Claim 68 (previously presented): Apparatus for generating
2 one or more keywords as candidates for use as ad targeting
3 keywords, the apparatus comprising:
4 a) an input for accepting ad information;
5 b) means for determining a category using the
6 accepted ad information;
7 c) means for looking up one or more keywords from the
8 category determined.

1 Claim 69 (previously presented): The apparatus of claim 68
2 wherein at least one of the one or more ad targeting
3 keywords is a negative keyword for an ad, which negative
4 keyword is used to make the ad ineligible to be served for
5 requests including the negative keyword.

1 Claim 70 (previously presented): The apparatus of claim 68
2 wherein an ad includes ad creative information for
3 rendering the ad and an address of a landing Webpage linked
4 from the ad, and
5 wherein the means for determining at least one
6 category use the ad creative information.

1 Claim 71 (previously presented): The apparatus of claim 68
2 wherein an ad includes ad creative information for
3 rendering the ad and an address of a landing Webpage linked
4 from the ad, and
5 wherein the means for determining at least one
6 category use information from a landing Webpage.

1 Claim 72 (previously presented): The apparatus of claim 68
2 wherein the means for looking up keywords use an index in
3 which each of a plurality of categories is provided as a
4 lookup key to keywords.

1 Claim 73 (previously presented): The apparatus of claim 68
2 further comprising:
3 - means for performing qualification testing of the
4 keywords to determine if a keyword is qualified or
5 unqualified for use as an ad targeting keyword,

6 wherein each of the at least some of the keywords
7 provided as candidate targeting keywords are qualified
8 keywords.

1 Claim 74 (currently amended): The apparatus of claim 73
2 wherein the means for ~~keywords~~ performing qualification
3 testing of the keyword tracks a performance of ads served
4 using the keyword as an ad targeting keyword.

1 Claim 75 (original): The apparatus of claim 74 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 76 (original): The apparatus of claim 74 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 77 (previously presented): The apparatus of claim 76
2 wherein the one or more specific categories include the
3 category accepted.

1 Claim 78 (previously presented): The apparatus of claim 74
2 wherein the ads served using the keyword as an ad targeting
3 keyword by the means for performing qualification testing
4 of the keywords, are only served on available ad spots that
5 otherwise would be unused by any ads.

1 Claim 79 (previously presented): The apparatus of claim 68
2 wherein the means for providing the keywords as candidate
3 targeting keywords provide the determined one more keywords
4 in an order determined using unused inventory information

5 about available ad spots that would otherwise be unused by
6 any ads.

1 Claim 80 (previously presented): The apparatus of claim 68
2 wherein the means for providing the keywords as candidate
3 targeting keywords provide the keywords in an order
4 determined using unused inventory information such that a
5 keyword corresponding to a larger number of ad spots that
6 otherwise would be unused by other ads is provided before
7 another keyword corresponding to a smaller number of ad
8 spots that otherwise would be unused by other ads.

1 Claim 81 (original): The apparatus of claim 68 further
2 comprising:
3 d) means for populating serving constraints of an ad
4 with the candidate keywords.

1 Claim 82 (original): The apparatus of claim 68 further
2 comprising:
3 d) means for providing the candidate keywords to an
4 advertiser as ad targeting keyword suggestions;
5 e) means for accepting advertiser input in response
6 to the suggested targeting keywords; and
7 f) means for determining whether or not to provide
8 at least some of the candidate keywords as targeting
9 keywords for an ad using the accepted advertiser
10 input.

1 Claim 83 (previously presented): The
2 computer-implemented method of claim 27 wherein the one
3 or more serving constraints are one or more ad targeting
4 keywords.

1 Claim 84 (previously presented): A computer-implemented
2 method comprising:
3 a) accepting ad information;
4 b) determining one or more categories using the
5 accepted ad information;
6 c) recommending at least one of the one or more
7 categories determined to an advertiser; and
8 d) accepting advertiser feedback with respect to
9 the recommended one or more categories,
10 wherein each of the one or more categories is
11 specifically associated with one or more keywords.

Claim 85 (canceled)

1 Claim 86 (previously presented): The computer-implemented
2 method of claim 1 wherein the category is specifically
3 associated with the keywords and this specific association
4 is used to lookup the keywords.

1 Claim 87 (previously presented): The computer-implemented
2 method of claim 14 wherein the category is specifically
3 associated with the keywords and this specific association
4 is used to lookup the keywords.

1 Claim 88 (previously presented): The computer-implemented
2 method of claim 27 wherein the category is specifically
3 associated with the keywords and this specific association
4 is used to lookup the keywords.